Lighting - Types of light bulbs

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What type of light bulbs to use

- Lighting is the most important element of video production
- In video marketing, lighting is mainly used to:
  - illuminate the subject
  - make the subject look as good as possible
- A good lighting setup aims to eliminate sharp shadows on people's faces
- Natural lighting is the best, but the most difficult to use in video production
- Shooting outside requires more skill, because you can't control everything
- **The best time to shoot outside is "the golden period", about 1,5 hours before the sunset, because the light is softer and creates less harsh shadows**
- The color temperature of a light bulb is measured in degrees Kelvin
- The lower the color temperature, the more yellow the light is

Types of light bulbs:

- **#1 Tungsten / incandescent - 2500-3200 K**

  - Pros: warmer light, easier on the eyes, cheaper
  - Cons: they get very hot

- **#2 Daylight / Fluorescent - 5000-6500 K**

  - Pros: they provide more clarity, they don't get as hot
  - Cons: the bright white can be straining on the eyes

- **#3 LEDs - they come in different color temperatures**

  - Pros: they're compact, they don't produce any heat, they can be battery powered
  - Cons: expensive, the affordable ones might have issues

- Don't mix the color temperatures of your bulbs

- Cameras have a color correction setting depending on what type of bulb you're using

- **The CRI (Color Rendering Index) of the bulb measures its ability to produce accurate color and it's between 0-100 - aim for anything over 90**